My name is Michelle Song, I am a third-year quantitative marketing student at Stanford Graduate School of Business. I have taken microeconomic I, II and III, econometric I, II and III, industrial organization I, II, and III, empirical marketing methods, and Bayesian Methods. From these courses, I have developed a systematic knowledge about IO and quantitative marketing.

My research interest lies in platform economy and advertising. My first-year project is analyzing consumer switching behavior in on-demand Apps markets (such as Uber/Lyft, Netflix/Hulu, Instacart/Google express, etc.), using transaction data on consumptions in each local market. In this project, I want to explore the relationship between the time of entrance and firm's current market share. Specifically, I want to explore whether the first mover advantage is due to consumer inertia in the sense that consumer have persistent preference for a brand or it is due to the switching cost occurred when using multiple Apps. My second-year project is studying to what extent do product assortments affect consumer behavior in the context of display advertising. To answer the question, I develop a novel moment identification strategy that helps to disentangle the causal effect of product assortments on advertising effectiveness. I also employ a unique data generated from a series of field advertisement experiments.